



IBM Software Group, ECM Segment

IBM Enterprise Content Management (ECM) Briefing

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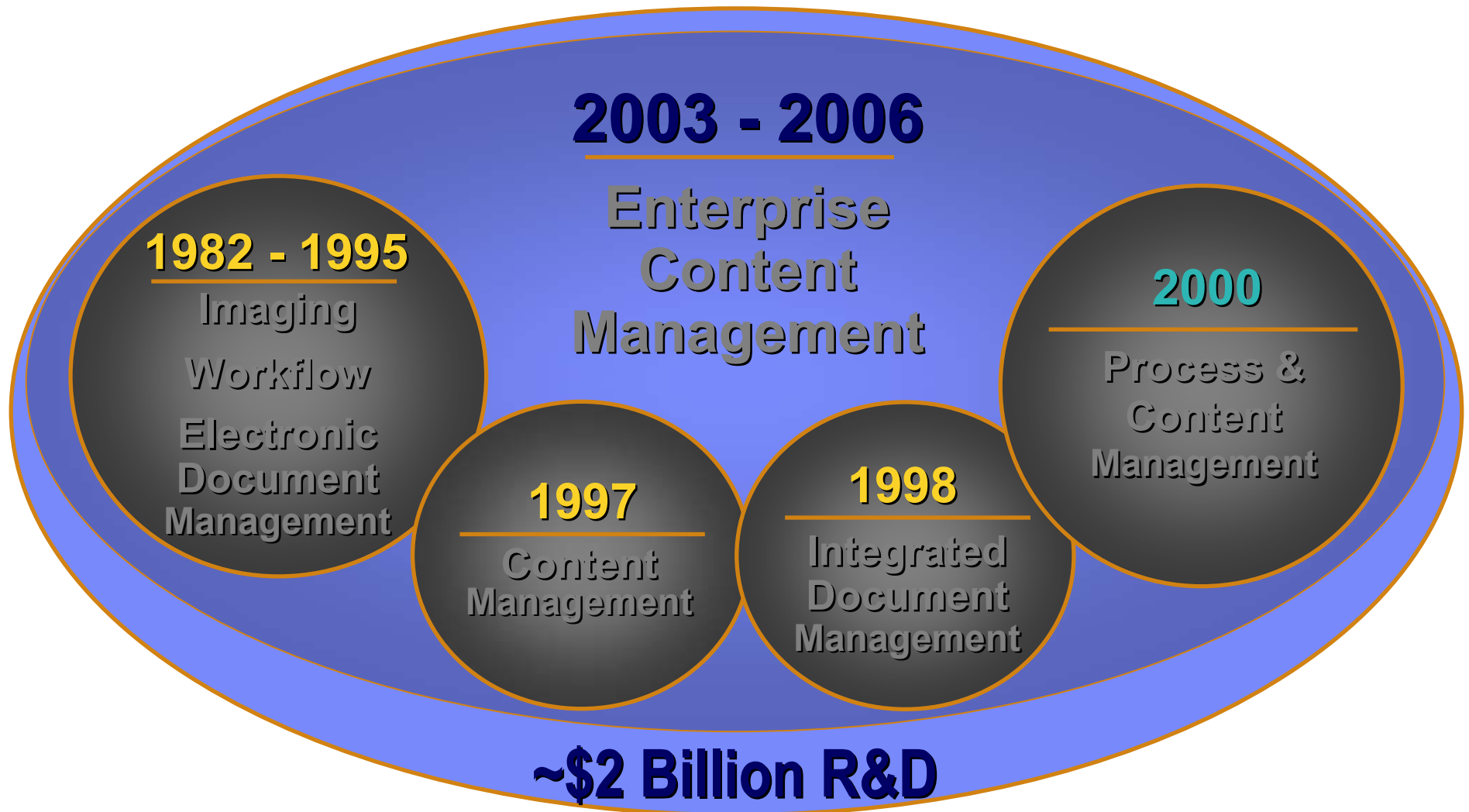
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Agenda

- Enterprise Content Management (ECM)
- Email Archiving/Email Management
 - ▶ Archiving, Discovery, Compliance
 - ▶ Email Search Discovery Interface Overview
 - ▶ Supervision Integration
 - ▶ CommonStore for Exchange 8.3.1 features



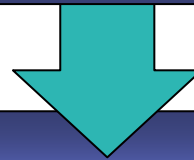
IBM & FileNet 24 Years of Innovation & Leadership



ECM and BPM Definitions

Enterprise Content Management (ECM)

The technologies and processes used to capture, manage, store, preserve and deliver content and documents.



Business Process Management (BPM)

The practice of automating, integrating and optimizing business processes throughout an enterprise.

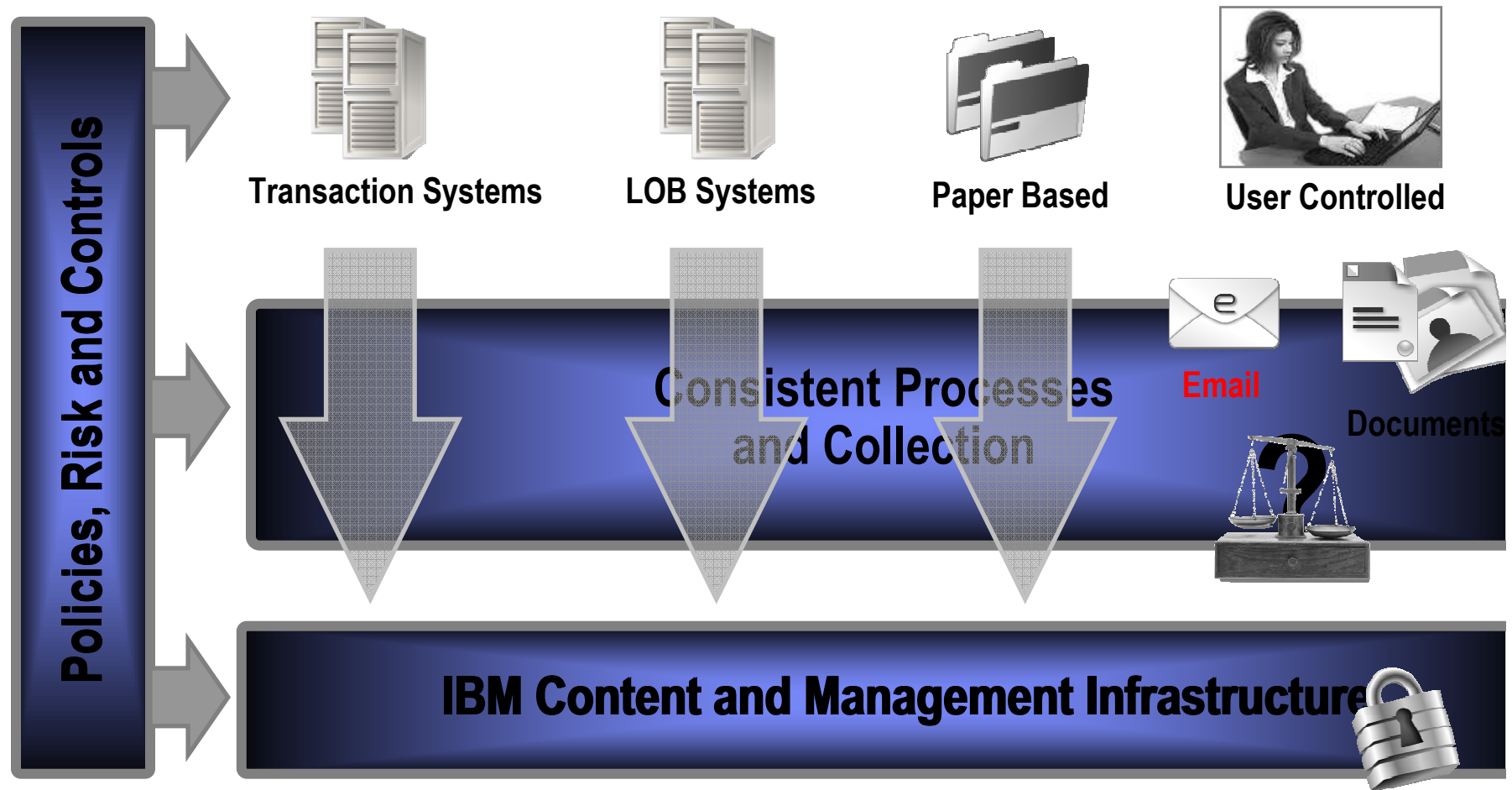


What is Enterprise Content Management (ECM)?



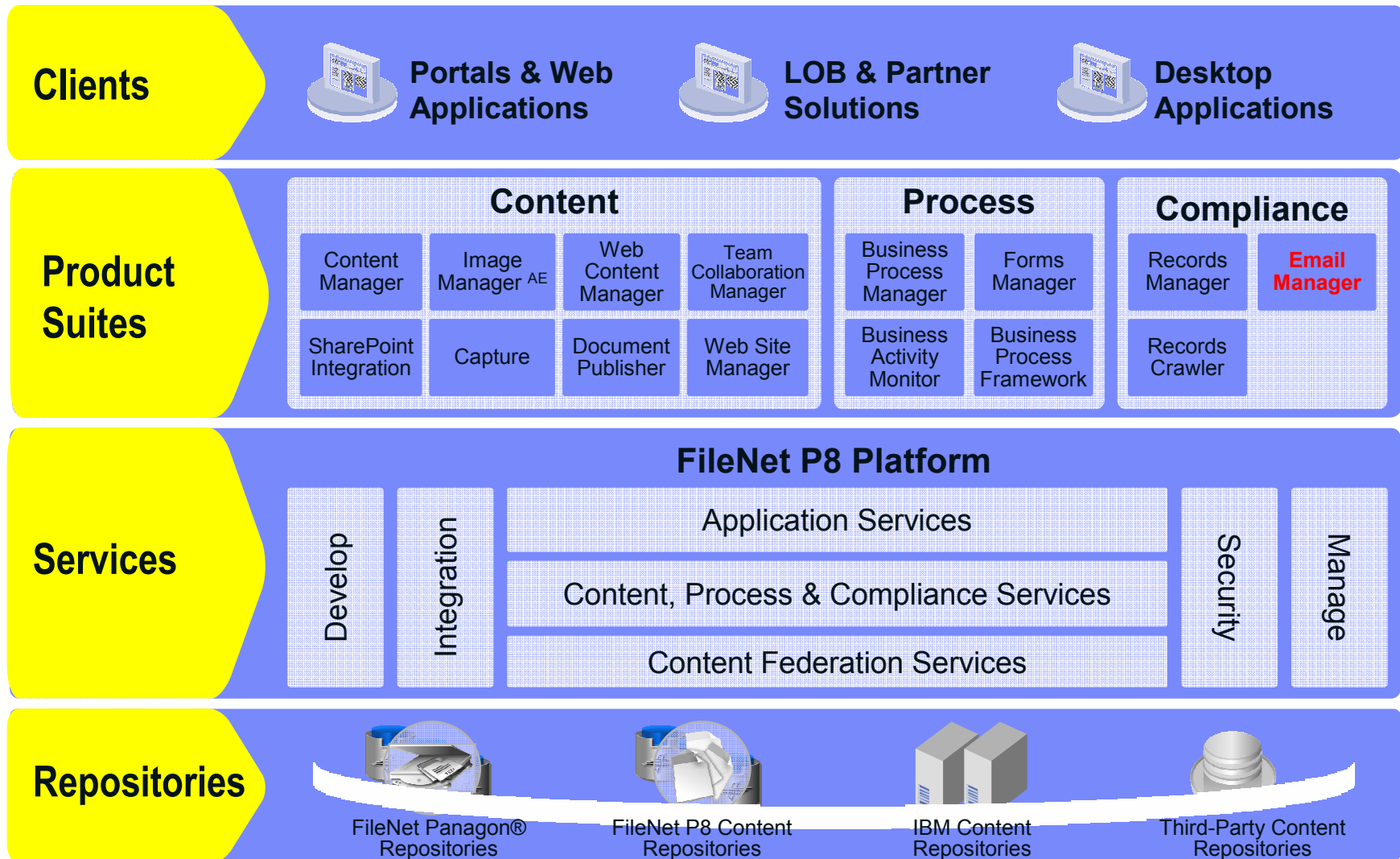
Delivering the right information to the right people at the right time

4 Key Sources of Content



Compliance

Enterprise Content Management Architecture



IBM ECM Commitment to State Government

- 49 of 50 State Governments are IBM ECM customers
 - Master Agreements with 22 States
 - Standard ECM Platform in 10 States
 - 1,307 Government Customers, including
 - ▶ 32 Humans Services
 - ▶ 20 Employee Retirement Systems
 - ▶ 17 Department of Transportations
 - ▶ 16 Department of Labors
 - ▶ 14 Department of Revenue/Tax
 - ▶ 10 Department of General Services/Administration
 - ▶ 9 Workers Compensation
 - ▶ 8 Attorney General
 - ▶ 8 Department of Education
 - ▶ 7 Environmental Protection
 - ▶ 7 Department of Corrections
 - ▶ 6 Human Resources
- 60% of Global 2000 organizations will standardize on a strategic ECM framework by 2006 (Meta)*



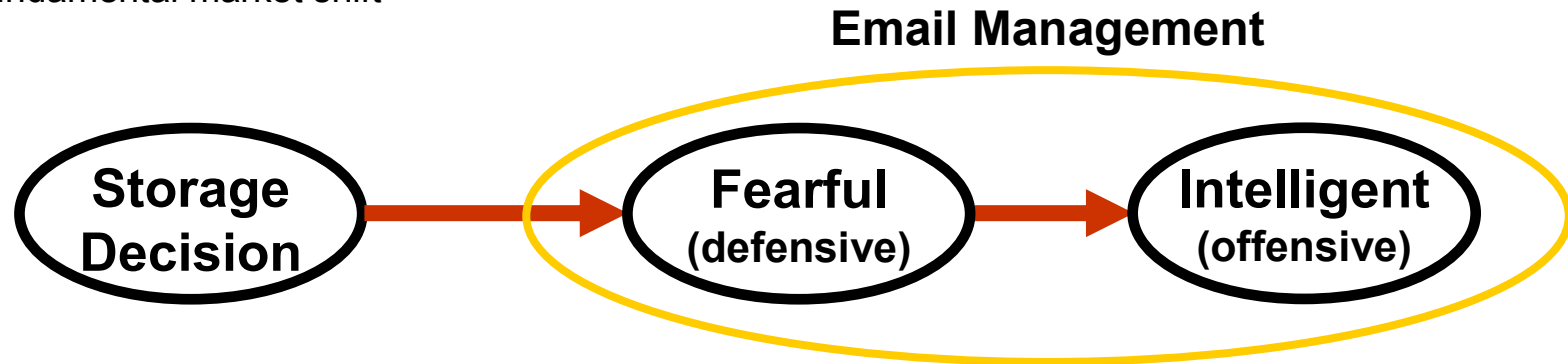
Market Reality

- Email Archiving has turned to **Email Management** a capability of ECM
 - ▶ *The ability to locate and gather Email messages needed to dispute litigation is almost impossible with current systems, which are usually just backups of historical Email. Email Management provides the tools to classify and organize Email to make it more accessible when needed. It can also enable a solid retention strategy when integrated with content/records management. Many businesses are considering Email archiving solutions for storage management but are not taking the next step toward true Email management.*
 - ▶ **Bottom line:** *organizations should consider solutions that provide the more extensive business benefits of Email management capabilities and not just the basic operational benefits of Email archiving.*
 - ▶ *Meta Group, The Discovery of E-Mail Management, January 18, 2005*
- **Email Management systems include Records Management and Discovery capabilities.**
- **For litigation purposes, beyond Email, these systems will need to handle IM, and other types of electronic documents – office documents, printed output, scanned images, etc.**



Email Management

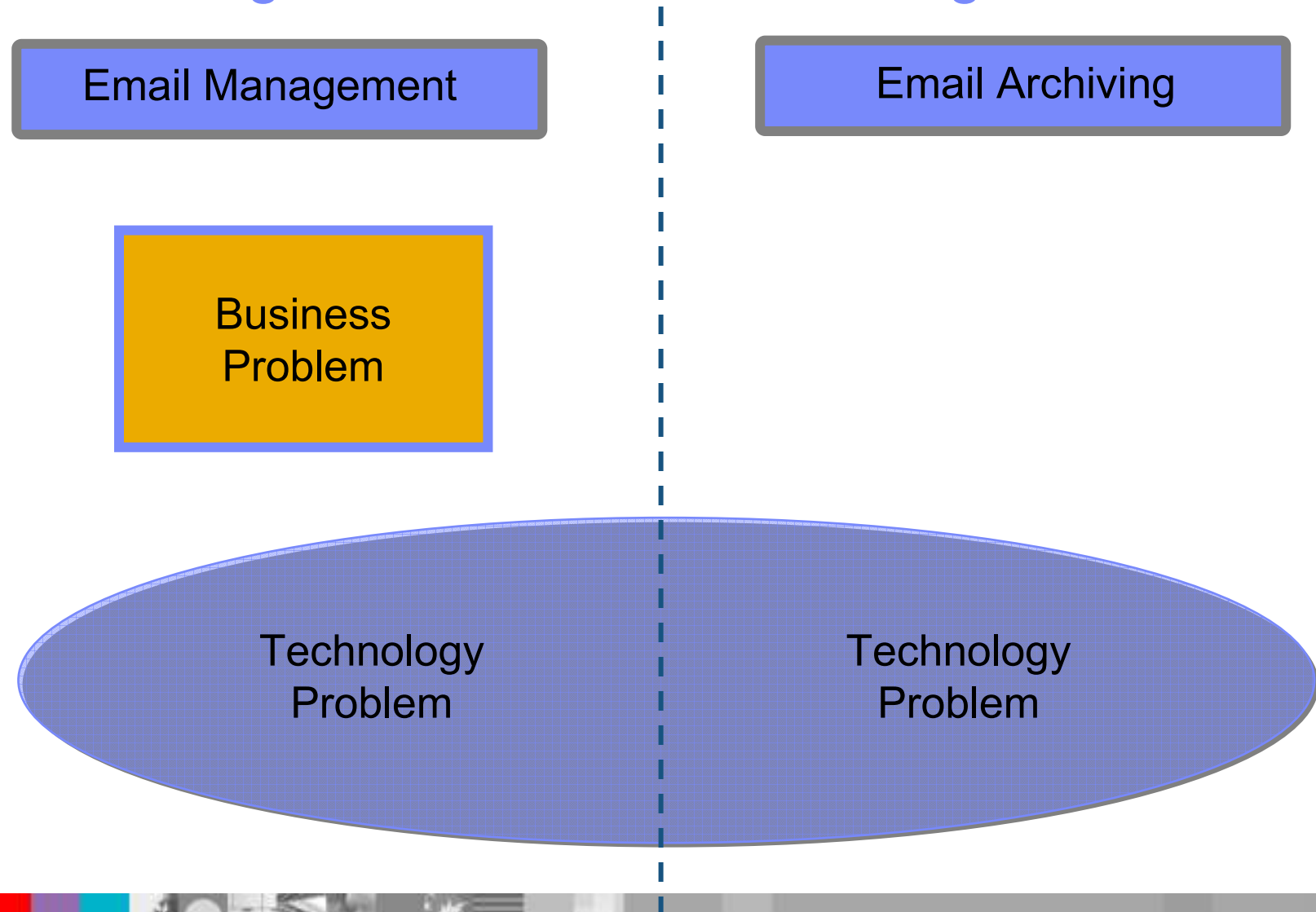
- Fundamental market shift



- ▶ Now a Content Management problem, not a storage problem
 - ▶ FileNet focus is on “defensive” and “offensive” Email Management
- Email Management
 - ▶ Automatically capture and store email based on business criteria
 - ▶ Increase the value of email by integrating with other business content and processes
 - ▶ Manage the email content lifecycle with Records Manager
- Analysts Recommendation
 - ▶ “Buy email solution from your ECM vendor”



Email Management vs. Email Archiving



Email Management vs. Email Archiving

Email Management

- Ensures timely disposition and complete email record expungement in accordance with policy
- Structured file plan organizes emails and enforces email record policies/rules
- Emails can be managed as records to ensure authenticity and integrity
- Provides contextual relationship between email content and other business content and transactions
- Emails can automatically trigger workflow processes and business transactions
- Emails automatically categorized based on content
- Decreases exposure to risk of litigation
- Content is stored in a single repository
- Provides contextual email capture rules
- Resolves immediate email storage burden and cost issues

Email Archiving

- Increases exposure to risk of litigation
- Creates a separate-inactive information silo
- Provides email archive capture rules
- Resolves immediate email storage burden and cost issues

Email Management

- More than just storage and archiving, it's about managing email content
- Integrated Email Management:
 - ▶ Simplifies and automates the process of declaring email content as business records
 - ▶ Makes email content an active element integrated with other business content, transactions and processes
 - ▶ Manages email content in accordance with record management policy
 - ▶ Avoids the compliance backlash associated with a digital landfill



Email Management

- Capture, organize, manage email content for improved decision making and adherence to compliance requirements
- Manage the exploding volume of email
- Invisibly enforce record retention policy
- Realize ROI from leveraging email content in driving business processes
- Reduce risk of non-compliance



IBM CommonStore Email Archive & Management

- IBM provides an integrated solution
 - ▶ Tightly integrated components for Email Archiving & Management
 - CM / RM / CS / HSM and eMS
 - ▶ IBM owns and invests in research for the best-of-breed search technology for accessing content
 - ▶ Delivers corporate ECM infrastructure for emails & all content types critical for enabling discovery
 - Imaging, Content, Email, File System, SharePoint, Forms, SAP
 - ▶ Variety of platforms supported by the components mentioned above
 - Windows, AIX being the primary ones
 - DR550 Storage for compliance and support for all other standard devices via TSM
 - Integrated Information Life Cycle (ILM) management with Total Storage Management

- Breadth and depth of the Enterprise Content Management Portfolio capabilities
 - ▶ Content Manager, Records Manager, Business Process Manager,...
 - ▶ Computer Output to Laser Disk, Web Content Management, Forms Management,...
 - ▶ Unified structured and unstructured information view, federated information access, search and Records Enablement
 - WebSphere Information Integrator for Content Edition (iice)
 - ▶ In place access or migrating from one content repository (e.g. EMC Documentum) to another (e.g. IBM ECM)

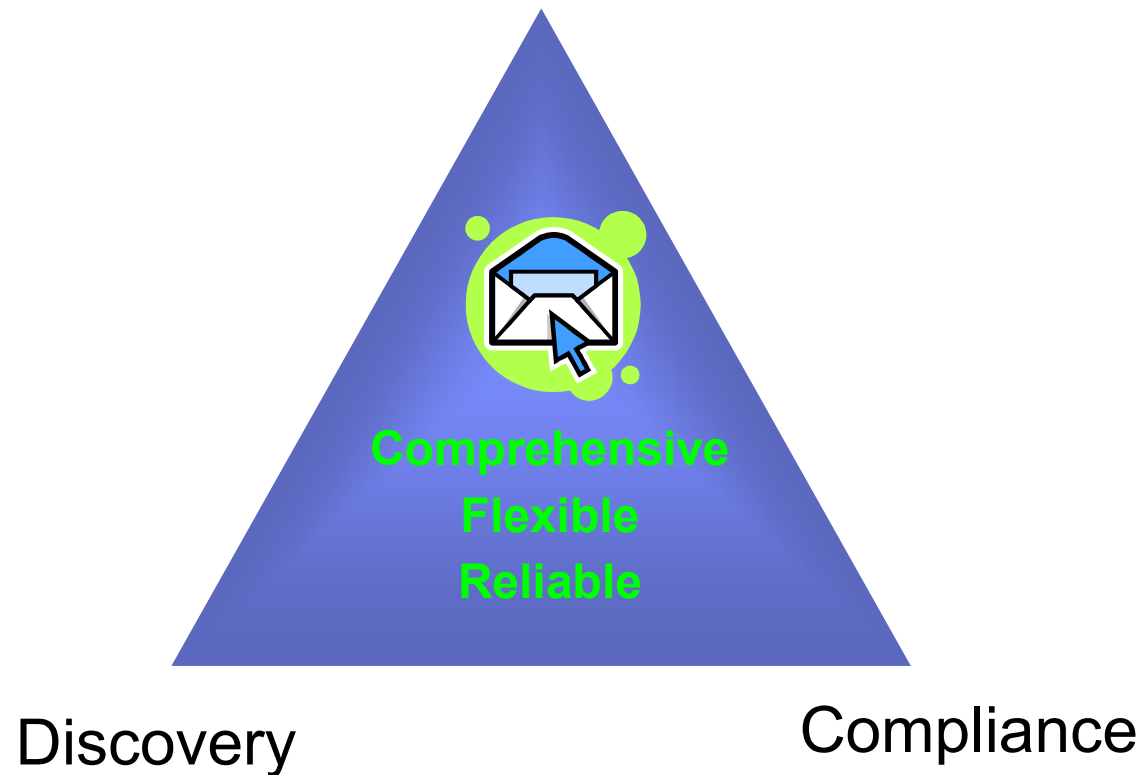


IBM CommonStore Email Archiving & Management

Key Business Drivers		
Mailbox Management Solution storage space management	Email Retention & Discovery Solution long term retention & discovery	Message Supervision Solution pre and post message monitoring
Solution <ul style="list-style-type: none"> ✓ CommonStore ✓ Content Manager 	Solution <ul style="list-style-type: none"> ✓ CommonStore Email Search ✓ CommonStore ✓ Content Manager ✓ Records Manager ✓ Potential to leverage Information Integration (e.g. IICE) 	Solution <ul style="list-style-type: none"> ✓ Orchestria (preferred BP) ✓ CommonStore Email Search ✓ CommonStore ✓ Content Manager ✓ Records Manager ✓ Potential to leverage Information Integration
<p>Operational problems introduced by the growing size of e-mail data stores</p> <p>Server performance degradation</p> <p>Longer backup/restore times</p> <p>Server upgrades, consolidation taking time due to system volume load</p> <p>Longer e-mail retention requirements</p>	<p>Compliance requirements to retain e-mail messages (ILM)</p> <p>Regulations, corporate policies make keeping e-mail for years a necessity, adding more volume to be retained, managed and more volume to be discovered</p> <p>.pst, .nsf files are becoming security exposures under litigation – a centralized archive is necessary</p> <p>Flexible and granular time based retention management is needed. More controlled record keeping management requirements are on the rise.</p> <p>The increased demand for discovery of historical Email messages</p> <p>Responding to litigation requests in a timely fashion</p>	<p>Specific compliance requirements as mandated by some regulations</p> <p>Especially for Financial Services</p> <p>under NASD / NYSE regulation</p> <p>Customers who need to :</p> <p>Stop problematic behavior from occurring in electronic communication, avoid breaks in security, prevent leaks of information to unwanted parties</p> <p>Easily discover, review and audit non-compliant activity</p> <p>Proactively demonstrate good corporate behavior</p>

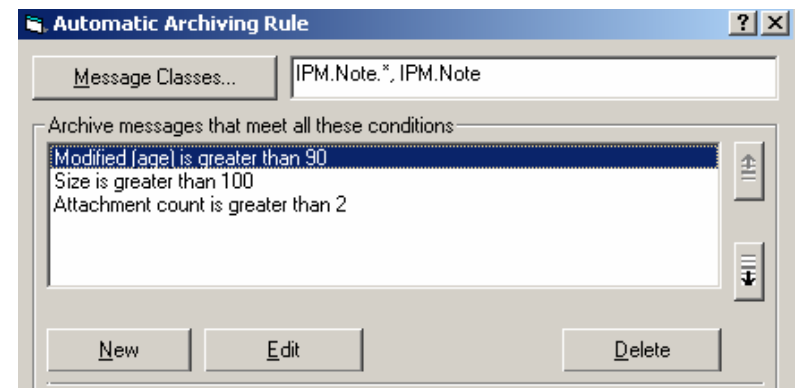
IBM CommonStore Email Archiving & Management

Mailbox Management



Automatic Mailbox Management

- Provides **rule-based, automatic off-load** of old e-mails
 - ▶ Example: “All e-mails older than 90 days and larger than 100KB”
 - ▶ Leverages Active Directory / Windows groups
- Frees **storage space** on your messaging servers
 - ▶ 2-3 KB placeholder mails instead of 100+ KB mails!
- Shortens your **backup** times
- Helps lowering the **total cost of operation** of your e-mail servers
 - ▶ Old e-mails are stored low cost storage media, like **tape**
- Makes your mail **server consolidation**, upgrade or migration easier



Users have easy access to old archived email

- Office users

- ▶ Easy and efficient
- ▶ Just a **simple click**
 - Retrieval is processed without blocking their other work in the mail Client
- ▶ **Several documents** can be retrieved at the same time
 - Instead of each separately
- ▶ Search panel for archived mails (optional)
- ▶ **100% document fidelity**
 - Mail is archived in its original format (no conversion)

Inbox						
!	📎	👤	From	Subject	Received ▾	Size
📧		ibm		(Archived by CSX) FW: SIS is great	Thu 10/14/2004 6:06 AM	3 KB
📧		ibm		FW: SAP archiving solutions	Thu 10/14/2004 5:58 AM	2 KB
📧		ibm		(Archived by CSX) Please check the invoice	Mon 10/11/2004 2:28 PM	3 KB
📧		ibm		IBM sets sights on unstructured data	Mon 10/11/2004 2:28 PM	3 KB



Long Term Retention and Discovery

Addressing “long term retention and the increased demand for discovery of historical e-mail messages”

- **Cross Mailbox Search** for Litigation, Compliance Officers or such highly authorized users.
 - ▶ Usually small number of users often with large result sets
- Specialized, easy to use functions for e-mail investigation, simple to use intuitive interface
- Fast and reliable access to archived e-mail
 - ▶ “We don’t know what we will search for” → full-text search, flexible queries
 - ▶ “We don’t know how often we will search” → scalable search engine
 - ▶ “We have to handle big volumes” → scalable e-mail repository
- Queries are usually text oriented, involving names and date ranges
 - ▶ Search e-mail header data fields: To, From, Date, Cc, Bcc, Subject
 - ▶ Search with keywords, phrases, Boolean logic, proximity search, fuzzy search, and wild cards
- Hold on to search result set, either with base Content Manager or with Records Manager
- Export result set to local message file format (such as .nsf)



Microsoft
Exchange Server

CommonStore

**Discovery
Email Search**



Content Manager



Common to all regulations :

- Retention goals
- Security goals
- Timely retrieval / discovery goals

Discovery – Email Search sample screen

The screenshot displays the eMail Search Web Application in a Microsoft Internet Explorer browser. The interface includes a navigation pane on the left with options like 'open all', 'close all', 'eMail Search', 'Saved Queries', 'Exports', and 'Legal Holds'. The main area shows '6 Results found' with a table of search results. The table has columns for Date, Size (KB), From, To, Subject, and On Hold. One result is highlighted in green, and an arrow points to it with the text 'Hold via CM or RM'. Below the table, a preview window is open for the selected email, showing the date, from, to, cc, bcc, subject, and attachments. The subject is 'CM Field Update 2/27/04' and the attachment is 'Content_Manager_Portfolio_2Pg_Pricing.pdf'. An arrow points to the attachment with the text 'Hit Indicated In Attachment via Highlight'. The preview window also contains text about a 2-page pricing sheet. A callout box on the left says 'Preview window Open and Closes like Notes'. Another callout box at the bottom left says 'Preview window Sizes text to fit'. The bottom of the screen shows the Windows taskbar with various open applications and the system clock.

Date	Size (KB)	From	To	Subject	On Hold
01/30/2004 08:39:1...	52	Ross Hollander/Des ...	ALL CM Communit	CM Field Update	
01/05/2004 05:31:4...	10	Ross Hollander/Des ...	ALL CM Communit	*IBM Confidenti	
02/27/2004 08:29:1...	36	Ross Hollander/Des ...	All USCM Team 1	CM Field Update	
02/05/2004 09:01:3...	25	Ross Hollander/Des ...	ALL CM Communit	CM Field Update	Yes
01/26/2004 05:00:0...	34	Ross Hollander/Des ...	ALL CM Communit	CM Field Update	
02/06/2004 09:13:0...	68	Ross Hollander/Des ...	ALL CM Communit	*IBM Confidenti	

Preview window Open and Closes like Notes

Hold via CM or RM

Hit Indicated In Attachment via Highlight

Preview window Sizes text to fit

Discovery – Email Advance Search

The screenshot displays the 'eMail Search Web Application' running in Microsoft Internet Explorer. The browser window title is 'eMail Search Web Application - Microsoft Internet Explorer'. The application header includes 'DB2 Content Manager eMail Search Client' and the IBM logo. Below the header, there are tabs for 'Basic Search' and 'Advanced Search', with 'Advanced Search' being the active tab. A 'Logout' link is also present.

The 'Search Parameters Help' section lists several search options: 'FUZZY FORM OF', 'DEGREES OF ACCURACY', 'IN SAME SENTENCE AS', 'IN SAME PARAGRAPH AS', 'STEMMED FORM OF', and 'PRECISE FORM OF'. The 'Search:' field is empty, and there are 'Search' and 'Reset' buttons.

A yellow callout box with a pointer to the search area contains the following text:

In the advanced search panel, we can enter a combined search.

In this case, we want to find all mails containing both "Mexico" and "business" (boolean AND).

Below the search area, there is a 'Saved' section with a list of saved queries. The list includes:

- a-date
- a-Ross Hollander
- b-Ross Hollander Jan to May 04
- Beta investigation - Ross
- c-Ross Hollander Jan to Mar 04
- d-Ross and Date

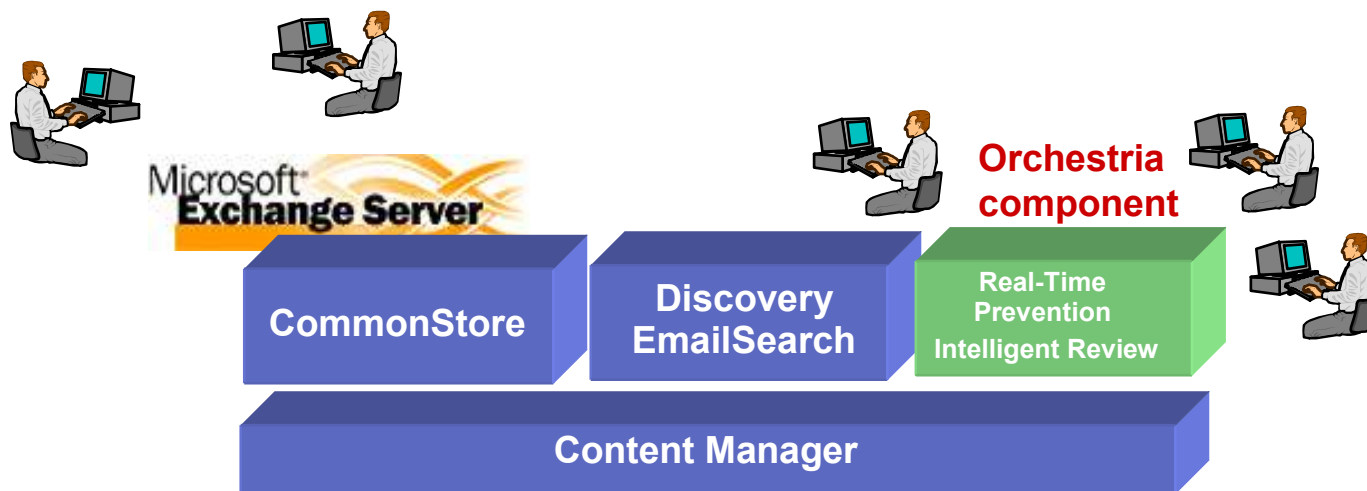
At the bottom of the 'Saved' section, there are 'Save query' and 'Delete query' buttons.

Message Supervision

- Addressing “Supervision, Monitoring” as well mailbox management, long term retention and Discovery issues”

Offering to address **Pre and Post Supervision**

- Partnering with Orchestria
- Solution also addresses Mailbox management, Long Term Retention and Discovery



IBM CommonStore for Exchange

- Archiving of Outlook PST files -- without reloading them onto Exchange server
- Mobile User Support
- Outlook Web Access support
- Delete synchronization
 - ▶ Mails deleted on the Exchange server will be done in Content Manager
- Journaling Enhancements
 - ▶ Envelope Journaling support



PST Processing Enhancements

- Communicates directly with the CommonStore server for archiving
- Messages can be removed or left in the processed PST file
- A batch operations that uses a file containing a list of PST file names, respective owner, and optional passwords for the PST files

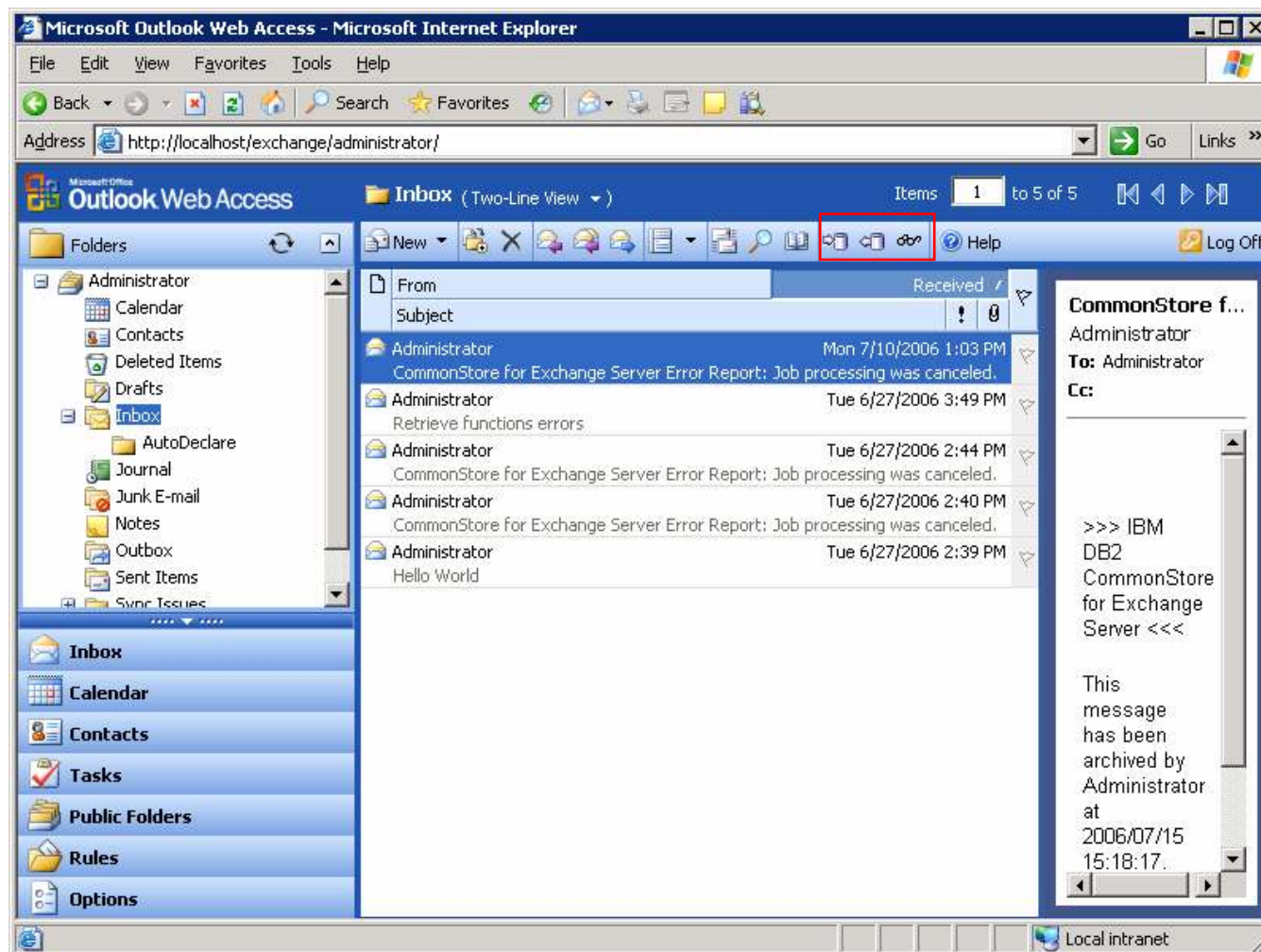


Journaling Enhancements

- Enables CommonStore to capture and archive all relevant information of envelope journalized mails.
 - ▶ The original mail attached to the envelope message, and additional attributes stored in the envelope messages' body.
- Single Instance Store (SIS) on all journal Emails and Emails archive by mailbox crawling



Typical Outlook Web Access Screen

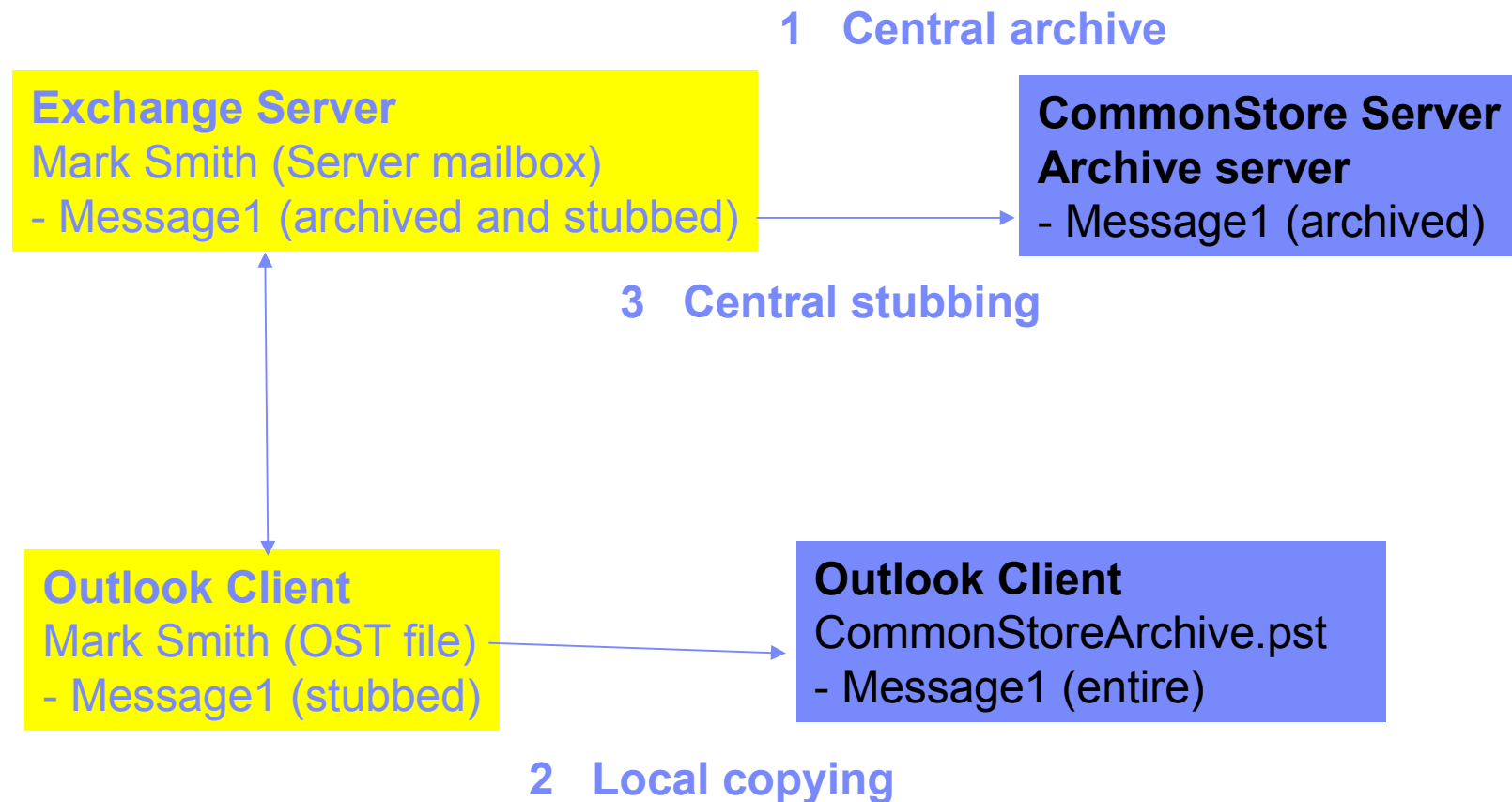


CommonStore Outlook Web Access Support

- Supplies user with abilities to archive, retrieve, and view documents in OWA (Outlook Web Access) without Outlook installed.
- A set of web services are published to provide CommonStore API functionality based on WebDAV.
- Functions:
 - ▶ Archive messages with server setting in OWA
 - ▶ Retrieve archived messages in OWA
 - ▶ View archived messages with HTML rendering in OWA



Stub archiving and mobile user support



Mobile User Support – Options

- A Check box to enable local archiving.
- Setting for how far back to keep documents in increments of months.
 - ▶ This helps the user keep control on the size of the offline repository.
- Setting a specified size cap for Email documents.
 - ▶ Sizes greater than the value specified in MB will not be archived locally.
- Time interval for update process to run.
- Specification of path for the offline repository PST file.



Mobile User Support – Initialization

- The User initiates the creation of the offline repository through a selection in the Actions pull down menu.
- The Initialization Process runs through the user's archived documents, and for each archived document found:
 - ▶ Retrieve the document from Content Manager
- Initialization Process inserts the document into the Offline repository



Demo Software - Show

- User's Interface
- Archive Options
- Policy Creation
- Search



Summary – Why Archive and Manage?

- Emails are assets that need to be safeguard
- Local PST files (uncontrolled and unmanaged) need to be eliminated
- Emails are included in discovery and needed for compliance
- Full text search is critical to identifying appropriate Emails
- Retention Management and Records Management needed to meet compliance requirements



Summary – IBM's Solution Features

- Non Intrusive to end users – no additional software added to user's desktop or Exchange server(s)
- Control centralized at Exchange Administrator – end users have option to selectively archive “ahead of schedule”
- Single Instant Store of all attachments upon receipt improves Exchange server performance and minimizes storage needs
- Email repository can be integrated into an Enterprise level federated set of repositories via the Information Integrator Content Edition (IICE) product
- No translation or transformation required; users view original documents in their original format
- Additional, user-defined metadata may be applied to Emails

